COMMUNITY INFORMATION SERVICES TO THE RURAL POPULACE: A STUDY WITH REFERENCE TO DAKSHINA KANNADA AND UDUPI DISTRICTS

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1. Introduction

Information plays a vital role in man's daily life. Without information, it is difficult to go through the challenging process of life. As a matter of fact, every organization needs to know about its surroundings, and credible dangers for its life. So, information should be considered as the first need of man in terms of survival. This is because, it is the information which gives him the knowledge about the availability of food, which food to be eaten, how to build a shelter, protection of territory, ensuring security and success, etc. Information is so basic that it is a part and parcel of nature. This is evident from the fact that every organism is endowed with certain amount of knowledge or knowledge-base by nature itself and it tries to add to its knowledge-base through sensory perception or experience. Without information, the survival of mankind would be impossible.

The villages are considered as the soul of India. More than 70% of the Indian population living in rural areas and rural India reflects the very essence of Indian culture and tradition (Patil and Ambekar, 2006). Most of the population lives below the poverty line and the illiteracy rate is also high in the rural areas. Progress of the nation depends on all-round development.

Equal developmental importance should be given to rural people with regard to all plans, programs, facilities and people's participation for achieving the development of the nation. No wonder then that holistic development of India as a nation rest on a sustained and holistic development of rural India. Improving the overall quality of life in the rural areas require effective and result oriented planning supported by proper management and application of Information and Communication Technology (ICT).

Rural Development in general is used to denote the actions and initiatives taken to improve the standard of living in rural areas, countryside and remote villages. These communities can be described as having a low ratio of inhabitants to open space. It is a process

of developing and utilizing natural human resources, technologies, infrastructural facilities, institutions, organizations, government policies and programs to encourage and speed up economic growth in rural areas, to provide jobs and to improve the quality of rural life towards self-sustenance.

There is no universally accepted definition of Rural Development. The term is used in different ways in vastly divergent contexts. As a *concept,* it connotes overall development of rural areas with a view to improve the quality of life of rural people. As a phenomenon, it is the result of various physical, technological, economic, socio-cultural and institutional factors. As a *discipline*, it is multidisciplinary in nature representing an intersection of agricultural, social, behavioral engineering and management science (Dhingra and Mishra, 2001**)**. In the words of Robert Chambers, "Rural Development is a strategy to enable a specific group of people, poor rural women and men, to gain themselves and their children more of what they want and need" (Quoted by Singh, 1986). It involves helping the poorest, among those who seek a livelihood in the rural areas, to demand and control more of the benefits of Rural Development. The group includes small-scale farmers, tenants and the landless. In short, Rural Development is a process that aims at improving the standard of living of the people living in the rural areas. It is committed to help improve, the economy and the quality of life, of the rural people.

Some of the major objectives of Rural Development programs in India is listed, as cited by Anuradha (1996) are:

· To increase rural production and productivity.

· To have greater socio-economic equity.

· To maintain balance in social and economic development.

· To have community participation in the process of national development programs.

Some of the major components of Rural Development are:

· Physical development – such as communication, transport, sewage, irrigation, energy, forestry, animal conservation, environment etc.

· Economic development-agriculture, business and industry etc.

· Social development- education, culture, sports, political activities.

· Health development- nutrition, sanitation, community health, preservation of water and air pollution and others.

1.1. Information Oriented Rural Development

The prevailing rural scenario is mainly characterized by unemployment, migration of population, social and environmental degradation, illiteracy, lack of health awareness, non-computability in agricultural, environmental, and macroeconomic policy and absence of appropriate planning in management of land resources. Majority of these problems can be resolved only through programmes and action plan supported by motivated local people, performing and conscious government agencies and dynamic NGOs. The parameters that are to be integrated for Rural Development are:

· Rural population;

· Social milieu;

· Production, conservation and appropriate utilization of human and natural resources;

· Rural environment upkeep;

· Equality and solidarity;

· Agricultural perspectives;

· Rural economy vis-à-vis its development;

· Available technology and possibility of developing indigenous technology without over-dependence on high- technology transfer;

· Ethical mindset for application of the concept of networking.

Therefore, Rural Development requires tremendous inflow of money and labor and the very little resources available can only be optimized by judicious application of technology and information. It is also to be pointed out that very small portion of the budget is reaching the target population, due to the flawed development policies aided by prevailing implementation mechanisms. The prevailing Rural Development scenario has very limited scope for the participation of information professionals, and this can be easily changed by strengthening the existing public and rural systems so that, there should be more consolidation of information that is lost in the present broadcasting model, especially with the aid of implementation of Information and Communication Technology, for Rural Development. The technologies that are to be harnessed and strengthened especially in connection with the dissemination of information for Rural Development include radio, television and cable networking, computer and Information and Communication Technology, mobile phone services etc.

1.2. Information for Rural Development

Rural Development requires a varied mix of information generated by government, media, NGOs, Rural Development practitioners and experts, oral and written indigenous rural knowledge passed on to generations through largely informal means, statistical information, implementation data from previous projects and schemes, etc. The sources include published and unpublished, formal and informal, print and non-print materials. The significant constraints of facilitating information dissemination to rural people, according to the World Information Report 1997-98, quoted by Dasgupta are:

· The bulk of the population is not information-dependent in day- to-day work and living

· A large proportion of the population cannot consume information in written form

· The vast majority of the population does not have the means to access information

· People in general are not accustomed to pay, cannot pay or are unwilling to pay for information as it does not figure in their list of wants

· The existing pattern of economic activities does not favor growth in information consumption

· The countries do not have sufficient capacity to invest in infrastructural development.

The second constraint raises enough justification for the necessity of information in non- written forms like audio, video and multimedia. The advent of computer and Information Technology has yielded the availability of all these divergent forms into one computer amenable format. The coverage of subject matter must be of easy assimilation to people with less education and poor knowledge in the subject concerned.

1.3. Information and Communication Technologies for Rural Development

ICT is now exercising such a powerful, persuasive and pervasive influence on the life and lifestyle of individuals and communities that the socio-cultural fabric of the society is experiencing unprecedented and unforeseen challenges. Emergence of these new communication technologies has undoubtedly enhanced human capabilities of information reception, processing and dissemination across a wide spectrum of the society, has added a new dimension to the development of scholarship and thinking.

ICT and has caused a cultural revolution in the way individuals and organizations interact, in terms of time, cost and distance. Today ICTs are powerful tools for providing farmers with the knowledge they need, to put agricultural innovations and socio-economic opportunities to the best use. They are generating new possibilities to best overcome the problems of rural poverty, inequality and environmental degradation.

2. Review of literature

A proper literature review can help the researcher to formulate a sound research design and appropriate tools for the successful completion of the study. The process of review involves identifying, locating and evaluating reports of relevant researches. The present study has been selected after an exhaustive review of the available literature in this field. Review presented

below includes studies conducted by significant Indian and foreign authors related to the present study and from databases such as Library and Information Science Abstracts (LISA), ScienceDirect, Jstor, Wiley Online, Emerald Insight, Directory Of Open Access Journals (DOAJ), LISTA online (Library, Information Science & Technology Abstracts), Vidyanidhi, Research Gate, research scholar. The literature available were reviewed and arranged chronologically from 2000 to 2020 with the subheadings as follows.

1. Need for community Information services.
2. Community information services, outreach programs and rural development.
3. Community information services and ICT.
4. Community information system /center.
5. Public libraries, rural libraries, mobile libraries and community information services.
6. Community information services and nongovernmental organizations (NGOs).
7. Community information services and E-governance.

2.1. Classification of Reviewed Articles.

The significance of review of related literature is emphasized by several notable researchers pertaining to the above mentioned sub-headings are classified and result of the study has been discussed.

2.1.1 *Need for Community Information Services*.

Padhi & Dash (2020) examines the planning of community information centers to be established in rural public library system of Odisha by using ICT. They opined that libraries have to initiate their image building process by reaching the common man with information of direct relevance to the people that solve their day to-day problems for their survival. The paper also focused on the transformation of the traditional role of library into information provider with ICT support.

Datta & Biswas (2018): With rapid development of the information and communication technology, the web based services particularly social networking services help the users to interact and work collaboratively with other users, including the ability to browse, search, invite friends to connect and interact with the web world. The authors also intended to describe the possible implications of social networking technologies in the field of library and information services particularly Community Information Service (CIS). Finally, the authors have tried to develop a conceptual model of CIS where social networking is an important part.

Jawahar (2018): In his study access to information is very crucial; it accelerates the level of individual advancement as well as corporate informative development. Information is treated as an economic resource or as a catalyst to progress and for making good verdict. This article discusses the broadly accepted conceptualization of information for development of social and cultural activities in people of rural areas by providing the information at all the levelsas per the necessity. In turn, it links between community progress, empowerment and rural public library usage in India.

2.1.2 Community Information Services, Outreach programmes and Rural Development

Ndinde and Kadodo (2014) in their paper highlights developmental issues initiated by different community-based information centers elsewhere in the world and in Zimbabwe. The major focus of this paper is to provide a framework for establishing these centers in rural Zimbabwe for the purpose of providing everyone with useful, practical information for their developmental activities. Rural Zimbabwe has the potential for a better role in national and international development which can be achieved by connecting community-based information systems and services. Community based information centers can act as significant trajectories

in meeting social and economic targets for rural people by connecting them to developmental programs.

Krishnamurthy and Gururaj Hadagali, Mahantesh Jamdar (2012) This paper highlights the importance of rural development in the changing context of the society and defines the Community Information Centers (CICs) and their role in disseminating the necessary information to the rural masses. The paper also presents the important programs of the Government for upliftment and enhancement of the quality of life in the rural areas of the Karnataka state. It is emphasized that the rural or the gram panchayat libraries must assume a new role of CICs and be instrumental in creating awareness among the rural masses by providing appropriate need-based information for the appropriate utilisation of various schemes and programmes of the government.

Tripathi et al (2012) opines that development in rural areas is extremely slow owing to a lack of ICT knowledge. They identified the challenges in the development of rural areas such as electricity, communication, transportation and ICT. The study also suggested some basic solutions to solve the electricity problems, through the use of solar energy, bio fuels, bio gas, wind energy etc.

2.1.3 *Community Information Services and ICT*

Bhoi Narendra Kumar (2017) This paper discusses the different dimensions of the ICTs. It gives an awareness of technology in library and why there is a need to understand the use of ICT in the library for rendering enhanced library services and information to users. The current study highlights the areas where ICT can be applied. Basically, the paper also explains different technologies and their use in the library operation. The very purpose of this study is to express the usefulness of the different ICTs for quick and approachable information dissemination.

Zamiul et al. (2017): This paper looks at Community Information Centers (CIC's) that are set up to create IT awareness among the people at grassroots level. This paper identifies those information infrastructures which are applied for information delivery and development of rural communities in Dhubri district. This paper also highlight the role of CIC's in dissemination of information to the user in different blocks of Dhubri district. The study **is to know** the user visiting purpose of CIC's and their satisfaction level towards the services provided by the CIC's.

Abraham(2013) in his paper deals with the application and use of ICT in the implementation of information products and services in the rural areas in India. The paper discusses the effort and initiatives for developing rural development information system in the rural areas of India with reference to NIGNET, community information centre, and Internet Kiosk.

2.1.4. *Community Information System/Centre*

Agwuna and Enweani (2018) This paper study the need for managing community information centres for effective provision of health information to rural women. The role of CICs in transforming rural areas, health information as a concept, accessibility, availability and provision of health information to rural women, justification for community information centres (CICs), and health information needs of rural women elaborated in the study. The challenges to effective provision of health information to rural women includes gross underfunding of CICs, inadequate knowledge of information needs of rural communities, gap between service provided and actual information desired, dearth of skilled and qualified librarians and indifferent attitude of rural women to information utilization.

Raghavan (2016) states that there will be a good and cost effective idea to use the available physical infrastructure in the form of public libraries to locate community service

centers as part of the Digital India initiative. The one strong reason to consider public libraries as the most appropriate agencies to move forward the Digital India initiative is because libraries are non-threatening environments where people, irrespective of age, gender and other factors, can feel free to have discussions and ask questions. In this context it is relevant to note some of the innovative services that public libraries in some of the developing countries have introduced.

Joselin and Panneerselvam (2016) states that, it becomes an important duty of a state to facilitate its citizen for information access, easily and freely. Community information is considered as a problem-solving tool which helps people to take the right decision at the right time. It can be further defined as 'survival information', which refers to information for everyone in a community for their day to-day life. Having pointed out the importance of information, public libraries play a major role in information dissemination to a wide range of user community free of cost. This study attempts to explore various community information needs and to find out all the possible opportunities to provide Community Information Services (CIS) through public libraries.

2.1.*5 Public libraries, rural libraries and community information services*

Krishnapada (2016) discusses public libraries and their basic role in providing access and for preserving the recorded knowledge of past and present for future use. Community Information Services (CIS) is one tool through which a public library provides community information to the surrounding community. The paper highlights the present role of public libraries and community information centers on CIS. This paper also discusses Community Library cum Information Centres (CLICS) in West Bengal implemented in 1999. This paper also discusses the role of cooperation in facilitating community information services (CIS) through public libraries. It presents in short the theoretical aspect of CIS.

Joselin and Panneerselvam (2015) opines that information explosion and the rapid growth in the field of Community Information Technology have made tremendous changes in the lifestyle of human beings. Despite the fact that these developments have made many positive impacts on the society, they have also created some undesirable impacts on the society, mainly the gap between the information haves and information have-nots or otherwise called information rich and information poor. The information poor are the victims of insufficient resources, and lack of basic training in retrieving the information. This paper provides an analytical overview of the existing literature on information poverty and explores strategies of reducing information poverty through Community Information Services in public libraries.

Hoq (2015) argues that rural library and information centers could play a significant role in the socio-economic development of rural areas by providing information and communication services to the rural people. In most parts of the world, especially in the developing countries, these centers are plagued with various problems like insufficient funds, lack of government and community support, uncertainty about sustainability, etc. The centers are trying to solve these problems in various ways, although it has proved to be a very difficult task. This article also highlights the problems and prospects of rural library and information services in different parts of the world by reviewing relevant literature contributed by practitioners, library and information professionals, academics and others. It contains valuable insights and observations for making the rural library and information initiatives successful in the long run. The field of rural library and information services is changing continuously with the advent of new techniques and technologies. This paper will help achieve a better understanding of this changing landscape and provide specific directions for making this endeavour worthwhile and sustainable in the long run.

2.1.6 *Community information services and non government organizations (NGOs)*

Bandyopadhyay and Mukhopadhyay (2012) in their paper focuses on Community Information (CI) which refers to information in the community and for the community. Community information (CI) may be categorized in to 3 groups- Survival information, Citizen Action information and local information. In India the NGO and Government based E-governance service already exist but a strong attempt is for the development of community

Ajit and Ahmad(2012) The authors conducted a case study of NGO's operating in neglected regions and slum areas of Bangalore. One of the important findings of this research is that communitybased libraries are viable and important component of social developmental agenda in India. NGOs are reaching some of marginalised community in India through their library services. An enhanced government run public library system in combination with NGO services might present an ideal scenario for serving the largest cross section of the public most effectively. The study confirms the need for and the impotance of community library services in India.

Korom(2011) The paper finds the effectiveness of non-governmental organizations in their dealings with rural communities in west Bengal and India. The study focuses specifically on the case study of a group of scroll painters or patuas and their interactions with a variety of organizations who have sought their assistance in disseminating information in a traditional manner on numerous issues. The initiation of such schemes hold potential developmental change.

2.1.7 *Community Information services and E-Governance*

Suleiman, Muhammad (2018) stresses that the essence of e-governance is to link government activities with the latest advanced technology. This technology has already shown a remarkable impact in bringing efficiency in private sector through e-businesses, e-banking, e-procurement etc. E-government is engaged not only in providing citizen services but in

improving public sector efficiency, transparency and accountability in government functions and decreasing the costs of public administration. In fact, the ultimate goal of the E-government is to be able to offer public services to citizens in an efficient and cost effective manner, which is also the good governance maxim. Therefore, e-government can be seen as an efficient tool for good governance.

Devi and Babu (2014) This paper looks at e- Governance through Akshya centers of Maranloor panchayat of Thiruvanthapuram district, Kerala. The study is conducted through Questionnaire method. Respondents showed their interest in developing such a center in their village.The main intention is to make at least one person from each family 'e-literate' in Kerala.

Sophiya and Singh (2013) The study highlights the information services under the e-governance intiaties in Northeast India . A pilot survey was conducted Manipur to know how the information services is being provided to the citizens and also to know the awareness level of the services

3. Need for the Study

Information is an essential ingredient in community development and community development in turn is an essential factor in working towards participatory democracy. Community Information Services (CIS) help in the development of rural community by reducing barriers to information access such as economic, geographic, technological, search skills, cognitive, psychological language etc. And also, it will help to create social balance between haves and have-nots by providing information about the changes around themselves and to improve their standard of living in all respects. Therefore, there is a high need for study of Community Information Services (CIS) in the rural areas.

Access to global information especially in rural areas is still a dream in developing countries like India. Rural areas today lack basic minimum infrastructural facilities and resources as compared to urban areas in spite of developmental programmes by government of India to raise the standard of living of the society at large. The major obstacles in rural areas upliftment of the poor, political upheaval, illiteracy, apathy of government functionaries or institutions and languages. Besides, local informational needs of villagers are also varied in nature.

Community information is the basic need of the masses and lack of access to information, both public and private, is one of the major drawbacks for community development. Therefore, community information services are very much needed for the people so as to be informed about the changes around themselves and to improve their standard of living in all aspects.

Rural community people need to be made information literates to effectively access and evaluate information for problem solving and decision making. CIS plays a major role in improving the information capability of people and develops them as information literates by providing information services.

The identification of information needs is a prerequisite to design and develop any information system to provide need-based information service to the rural community. The people are happy when they get the required information to meet their necessities. It is the obligation of the information providers to deliver such information and to satisfy them.

Hence, such centers in the rural areas can be social institutes of change that can effectively contribute to the welfare of the rural people. In this background, an attempt has been made to study the basic information needs of the rural community and to find out the services provided by the different information centers in connection with the rural community's needs. The research programme is

designed here under the title "Community Information Services to the rural populace: A study with reference to Dakshina Kannada and Udupi districts."

4. Statement of the Problem

The present study is conceived under the title: **"**COMMUNITY INFORMATION SERVICES TO THE RURAL POPULACE: A STUDY WITH REFERENCE TO DAKSHINA KANNADA AND UDUPI DISTRICTS".

5. Definition and Meaning of Concepts Used in The Study

The scope and content in which some of the concepts are used in the title and body of the synopsis are defined here to avoid ambiguity in the usage.

5.1. *Community*

Community is a broader term that includes the entire population in a group irrespective of caste, color, creed, social status and geographical area. According to Giggey "community is a group of people who have something in common, this can be either age, education, religion, interest, political affiliation, activities, work problems, or a combination of two or more of these." In the present study community refers to rural people.

5.2. *Information System*

Information system refers to a system consisting of the entire operational activity in support of information service delivery. Information sources, ICT components and manpower are the major components of the information system.

5.3. *CIS*

CIS includes information such as that related to health, agriculture, education, social welfare, women and children welfare, employment, industrial information, housing information, civil rights etc.

5.4. *Rural community*

Rural community denotes the people who reside in the village.

5.5. *Rural library (Village library*)

Rural libraries are Government Public libraries which are situated in the rural areas or in the villages.

5.6. *Dakshina Kannada*

Dakshina Kannada is a district in the state of Karnataka in India. Sheltered by the Western Ghats on the east and surrounded by the Arabian Sea on the west, Dakshina Kannada receives abundant rainfall during the monsoon. It is bordered by Udupi District to the north, Chikmangalur district to the northeast, Hassan District to the east, Kodagu to the southeast and Kasaragod District in Kerala to the south. As per the census of 2011 the district has 5 talukas (Mangalore, Bantwal, Puttur, Belthangady, Sulya taluks). Mangaluru city is the district headquarters of Dakshina Kannada. For administrative purposes the district has been further divided in to two more talukas i. e. Moodbidri and Kadaba. For the study purpose, 2011 census of India's population is considered, according to which Dakshina Kannada district had a rural population of 10,93,563.

5.7 *Udupi Districts*

Udupi district in the Karnataka state of India was created in August 1997. The three northern Taluks Udupi, Kundapur and Karkala, were separated from Dakshina Kannada District to form Udupi district. The district headquarters are in the city of Udupi.

Udupi district is surrounded by Uttara Kannada district in north, Dakshina Kannada district in south . Shivamoga district borders on north east side and Chikmagalur district on east. Arabian sea on west . According to the 2011 census Udupi district has a rural population of 8,43,300.

6. Scope and Limitations of the Study

The study will be based on the primary data to be collected from the rural areas of the Dakshina Kannada and Udupi districts only. It includes five Talukas in Dakshina Kannada District (Mangalore, Puttur, Bantwal, Sulya and Belthangady) and three Talukas in Udupi district (Udupi, Kundapur and Karkala). The study relates exclusively to information needs of rural community. Hence, the information, opinions, perceptions of the rural people will be collected on the basis of disproportionate random sampling. The rural people consist of farmers, employees, housewives, laborers and students. Further, the scope of the study is extended to evaluate the awareness of selected government departments and NGO's information, programs and policies, the role of media, information agents and extension workers in disseminating information to rural populace.

As per the 2011 census the total population of Dakshina Kannada and Udupi districts are as follows

Table 1

Population of Dakshina Kannada and Udupi districts

	Males	**Females**	**Rural**	**Urban**	**Total population**
Dakshina Kannada	10,34,714	10,54,935	10,93,563	9,96,086	20,89,649
Udupi	5,62,131	6,15,230	8,43,300	3,34.061	11,77,361

As per the 2011 census the rural population of the Dakshina Kannada and Udupi Districts are as follows.

Table 2

Rural Population of Dakshina Kannada district

S. No	Taluka	No. of Villages	Total Rural Population
1.	Mangalore	74	210033
2.	Bantwal	72	279482
3.	Belthangady	79	251802
4.	Puttur	66	226977
5.	Sulya	40	125269
Total		**331**	**10,93,563**

Table 3

Rural Population of Udupi district

S. No	Taluka	No. of Villages	Total Rural Population
1	Udupi	86	302092
2	Kundapur	98	357798
3	Karkala	49	183410
	Total	**233**	**8,43,300**

7. Objectives of the Study

The following objectives are formulated. They are;

– To study the socio-economic and cultural background of rural communities in Dakshina Kannada and Udupi districts.

– To study the activities of the rural community and their basic information needs.

– To know the information channels used by the rural community and the existing information sources and services available in the rural libraries.

– To study the role of different rural centers/agencies in meeting the information needs of the rural community.

– To study the ways and means to access the information about policies, programs and services provided by the government departments and other agencies for the rural populace.

– To know the extent of the use of community information services offered by rural libraries and government departments.

– To suggest information systems to provide effective community information services.

8. Hypotheses

Following hypotheses have been formulated in the present study:

H1: Rural communities normally visit the library for required information.

H2: Rural communities are always satisfied with the services of rural libraries.

H3: Most of the women and children welfare department and social welfare department schemes have been utilized optimally by rural communities.

H4: Most of the rural communities tend to face problems in the use of E-governance services

9. Research Methodology

According to the Random House Dictionary of the English Language, 'research' is a systematic inquiry into a subject in order to discover or revise facts, theories, etc. It involves formulation of a well-planned strategy for carrying out a systematic endeavor towards the quest

for new knowledge. In carrying out a systematic research, researchers follow an appropriate research *design* and plan which involves the processes and practices involved during the study, how and what data is collected, what sampling techniques and method of analysis will be involved during the course of work.

However, there are several ways to collect the data for the research purposes, which include experimental method, observation method, interview method and questionnaire method. After analyzing each method of data collection and also considering the merits and demerits of the different research methods, the following research methods like observation, interview method and survey method have been employed to collect the relevant data and to achieve the main objectives of the study.

9.1 Pilot study

Pilot studies should always have their objectives linked with feasibility and should inform researchers about the best way to conduct the future, full-scale project. It therefore, prevents falsified work from being accepted within an area of study. It provides valuable feedback so that researchers can revise and improve their study.

For the pilot project detailed questionnaire was designed and a small number 30 questionnaires were distributed in Naringana panchyat area. The questionnaires were distributed to all sectors of the rural community including farmers, employees, housewives, laborers and students. Duly filled questionnaires were collected and the data was analyzed. After considering feedback obtained from the respondents, the pilot study version of the questionnaire was revised and it was used for the main study.

9.2 *Sampling*

Sampling is a technique of selecting a small proportion of a population and the selected proportion for analysis is known as a sample. It is difficult to study the whole population so a

strategy is adopted to select a group from the population that could represent the whole population. Basically, sampling is a strategy which helps us to know the characteristics of the population by examining only a small part of it.

For the proposed study, this researcher has selected rural population of Dakshina Kannada and Udupi districts (19,36,863). To find out the sample size, a simplified formula for the calculation of sample size from a population which is an alternative to Cochran's formula is given by Yamane (1967). According to him for a 95% confidence level and p. = 0.5, (degree of accuracy and margin of error) size of the sample should be,

$$n = \frac{N}{1+N(e)^2}$$

n= the sample size

N = Total population

e= the margin of error 0.025.

According to this formula, a required sample size for the survey is 400 out of a total rural population of 19,36,863 (Census 2011) of Dakshina Kannada and Udupi districts. To know the feedback of users of public libraries and CICs, disproportionate stratified simple random sampling technique was adopted.

The district wise distribution of questionnaire is furnished below

Table 1.3

District Wise Distribution of Questionnaire

Sl. No.	Name of the District	Rural Population	Distributed	Responses	Percentage
1	Dakshina Kannada	10,93,563	250	227	90.8%
2	Udupi	8,43,300	200	178	89.0%
	Total	19,36,863	450	405	90%

9.3 Observation and Interview Method

The observation method is the most commonly used method especially in studies relating to the behavioral science especially in case of case studies. Under the observation method, the information is sought by way of investigator's own direct observation without asking from the respondents. In case of an interview method, data collection involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses.

In the present study more importance is given to interview method to collect the data. Here personal interviews with audio recording and photo snaps wherever necessary were taken and, in some cases, information is also obtained over telephone. For the present study personal visit has been made in order to collect the data. During the visit focus was on rural community and its socio-economic condition, rural library sources and services and government departments' programs and policies.

Frequent field trips were planned as economically as possible in Dakshina Kannada and Udupi Districts. The study is a micro study because the districts are geographically distributed

and shares its boundaries with several districts. Some taluks are close to and some taluks are far away from the district headquarters.

And also for collecting the data, as rural people were busy with their farming and other activities from morning till evening throughout the week, it was a huge challenge for a single person to carry out the investigation. Hence the study took a long time. Formal and informal interviews were conducted to know more about their views on CIS needs and the awareness about the E-Governance service. Responses were noted separately and it was used during analysis of data. The researcher has assured respondents that the responses that were taken kept confidential and used for research purposes only. Hence, they have cooperated and provided the information. Every effort has been made to collect reliable data needed for the study. The entire data were collected from October 2018 to May 2019.

9.4 Survey Method

This is another research method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest. Surveys have a variety of purposes and can be carried out in many ways depending on the methodology chosen and the objectives to be achieved. To know the level of information needs of the rural people in D K and Udupi districts, a structured questionnaire was distributed to collect the data from the respondents.

9.4.1 Survey Instrument

Based on the literature survey conducted in India and outside India, a structured questionnaire was designed to collect data on community information services in the rural communities of Dakshina Kannada and Udupi districts. The questionnaire consists of 68 questions primarily in multiple choice formats composed in six sections. Researcher used Likert scale for respondent's opinion

Part-A: Demographic information mainly focuses on personal information of respondents,

Part-B: Focuses on library usage and information needs,

Part-C: Includes questions regarding the use of information sources and services. Here the respondents were also asked to rate both print and non-print sources along with human sources in a five-point scale ranging from very frequent to very rarely.

Part-D: Highlights the core concept of the study i.e. community information needs. It includes the questions regarding need of different community information services and level of satisfaction from media and information agents.

Part-E: Comprises comprehensive set of questions to know the awareness of programs sponsored by selected government departments.

Part-F: Concentrates on information services under Electronic Governance initiatives.

In the questionnaire, respondents have been given open-ended questions at the end of every question to express their views and suggestions.

10. Chaptarisation

The tentative Chaptarisation of the thesis is as follows:

Chapter-1: Introduction

This study introduces the topic of research, describes briefly the current status of the topic and establishes the need for the study. It includes scope and limitation, and methodology used.

Chapter-2: Review of literature

This chapter presents a review of earlier research studies carried out in this domain.

Chapter-3: Community Information Services (CIS)

This chapter gives the overall community information services.

Chapter -4: Profile of Dakshina Kannada and Udupi rural community

This chapter traces the historical development and presents the state of the existing occupation of the people, information delivery centre and government agencies of these two districts.

Chapter-5: Data analysis and interpretation.

This chapter deals with the analysis of primary data collected from the field survey.

Chapter-6: Findings, suggestion, and conclusions.

This chapter presents the summary of the findings, recommendations and directions for further research of the study and conclusions are drawn.

11. Data Analysis

The results of the main study were analyzed statistically by using Statistical Package for Social Sciences (SPSS) software to isolate various factors to know the community information needs and services. Collected data was analyzed both through descriptive and inferential statistical techniques (Mean, Standard deviation, Chi-square, ANOVA). Before importing the excel data sheet into the SPSS software, a collected data through questionnaire have been coded for data processing and also transformed data into numerical form to feed to the Excel programs through computer with extreme care. Finally, data were presented and reported with the tables, graphs and figures. The bibliographic details of references cited in the various chapters were given at the end of the thesis. The out come of the research findings were reported using APA style manual.

12. Major Findings and observation

The summary of the study findings regarding the "COMMUNITY INFORMATION SERVICES TO THE RURAL POPULACE: A STUDY WITH REFERENCE TO DAKSHINA KANNADA AND UDUPI DISTRICTS" are presented here.

- Study shows that 213 (52.6%) are male respondents. Among the male respondents 115 (28.4%) are from DK and 98 (24.2%) are from Udupi districts. Whereas, 192(47.4%) respondents are female respondents. Among the female respondents 112 (27.7%) are from D K District and 80 (19.8%) respondents are from Udupi District.
- Study clearly shows that145 (35.8%) of the respondents belong to the age group 31-40. Among the DK respondents most of them, 88 (21.7%) belong to the age group 31-40. In case of Udupi respondents, 57 (14.1%) belong to the age group 31-40.
- It is observed that only a small percentage (5.9%) of the respondents are having post graduate qualification.
- It is observed that only 25% of the population taken for the study are having their occupation in Government sector and 6% of the population are employed in semi – Government and own business**.**
- It is observed that none of the respondents come under the income group of 50001 to 100000 and Above 100000.
- It is found from the analysis that 64 (15.8%) of the Udupi respondents are in the income range of below 5000 per month and only 8 (2.0%) of the DK respondents below 5000 per month and 98 (24.2%) of the DK respondents are in the income range of 10,000 to 25000.
- It is found that majority of the respondents use radio, television, and newspaper for their daily information needs.
- Majority 325(80.2%) of the respondents visit the library.
- Nearly 80 (19.8%) of the respondents opined that they have no time.
- About 79(19.5%) of the respondents opined that the library is too far.

- Nearly 161 (49.5%) of the DK respondents and 65 (20.0%) of the Udupi respondents spend 1 to 2 hours in the library.
- About 195 (60.0%) DK respondents and 105 (32.3%) Udupi respondents are satisfied from the library hour.
- It is found that 144 (44.4%) of the respondents frequently refer for agricultural information. In community-based information, 148 (45.5%) respondents refer frequently.
- Majority, 71.6 % the respondents approached the anganwadi workers for their required information.
- It is observed that majority of the respondents read local magazines very frequently.
- It is observed that majority of the respondents prefer Kannada newspaper and magazine followed by English language.
- Majority 325 (80.2%) of the respondents strongly agree that information regarding financial assistance is necessary for their community.
- About 290 (71.6%) of the respondents strongly agree that information regarding education is necessary. It is observed that 226 (55.8%) of the respondents strongly agree as Health and Hygiene is necessary for the community.
- Majority 290 (71.6%) of the respondents strongly agree that information regarding employment is necessary for the community.
- Majority 300(74.1%) of the respondents are satisfied with television as agent in providing Information.
- Majority 299 (73.8%) respondents come to know the programs regarding women and children welfare by contacting Asha Sisters very frequently.
- Majority of 380 (93.8%) respondents are aware of Anilabhagya program held by social welfare department.

- Majority of 373 (92.1%) respondents are aware of the Hostel facilities provided by social welfare department.
- Majority of 340 (84%) of the respondents are aware of Prosahadhana for inter caste marriage by social welfare department.
- Majority of 348 (85.9%) of the respondents are aware of Pradhan Manthri Awaz yojana program held by social welfare department.
- It is observed that more that 52% of the respondents opined that there is no primary health center in their village.
- Majority 317(78.3%) of the opined that there are no transportation facilities to reach the primary health centre.
- It found that 78% of the health care centers do not have health care professionals.
- It is observed that in 70.4% health care centers there is no social stigma and privacy.
- It 1t is found that 70.4% of the health care centers do not have health coverage.
- About 314 (77.5%) of the respondents are aware of the 'general loan scheme for all' conducted by district Industrial centre.
- It is found that 259(64.0%) of the respondents were not aware of the Program Palm oil cultivation in selected states.
- It is observed that 253(62.5%) of the respondents were not aware of the Program Modern plantation.
- About 379 (93.6%) respondents aware of community information services under E – Governance.
- Majority 242 (89.8%) respondents were satisfied with cyber security measures.
- It is observed that majority 316 (78%) are not using E –governance services for return filing of taxes and payments.
- It is found that males use E-governance services more than females.

13. Testing of Hypothesis

H1 Rural communities normally visits the library for required information.

The results of the chi square test show that the value of chi square is 71.231 with 4 degree of freedom and the P value .000 which proves that it is highly significant. Thus the hypothesis H1 is accepted.

H2 Rural communities are always satisfied with the services of rural libraries.

The results of the chi square test shows that the value of chi square 23.211 with 1 degree of freedom and the P value .000 which proves that it is highly significant thus H2 is accepted.

H3 Most of the women and children welfare department and social welfare department schemes have been utilized optimally by rural communities

The results of the Anova test shows that the F value is 42.390 with 1 degree of freedom and the P value .000 which proves that it is highly significant. Thus H3 is accepted.

H4 Most of the rural community tend to face problems to use E-governance service.

Mean and standard deviation test is applied for this hypothesis. Almost all the values come under occasionally. Almost all the weakness of use of E- governance services face Lack of infrastructure, network failure, security or privacy concerns, costly internet connection, unreliable electricity supply etc are the problems faced by the users related to E-governance service. Thus hypothesis H4 is accepted

14. Suggestions

- Library must build good collection along with good infrastructure and provide basic need of community information service.
- After analysing the present situation of rural libraries researcher felt that there is an urgent need to establish and develop a library with technological components.
- Researcher felt that, along with the media, librarian, anganawadi teachers, asha karya kartha, Village level workers, village level leaders should become active in transforming need-based information to the Rural community.
- The public library should keep close relation between other governmental and non-governmental agencies, experts of different fields to collect and share resources.
- Libraries should prepare directories or manuals on different aspects such as health, education, transport, telephone etc. so that they can visit the local point for their basic needs.
- Study also suggests District officers and village level workers should be in regular contact with rural libraries.

15 Direction for further research

During the course of present research study researcher experienced time constraints. Therefore, the had delimited the study to the "Community Information services to the rural populace with special reference to Dakshina Kannada and Udupi districts". The researcher during the present research came across various dimensions of the Community services, which can be taken up by future researchers.

For instance, the Community information for rural people can be taken up in other parts of the country also. The researcher strongly feels that ICT related and impact of E- governance study may be useful, so that ongoing problems of rural Community can be eradicated.

16 Conclusion

The socio-economic development of a country depends on the organised information generation, communication, and distribution for the citizens. The maximum utilisation of information will certainly lead to development of the country. The development of the community socially, educationally, economically and culturally is possible only through proper library services.

CIS to the rural mass is an important issue, and a public library system can play a major role to develop a rural community. Public libraries always contribute immensely to the educational fulfilment of rural people. It has always been the door to learning for rural population. In rural communities, where people still face many social and economic problems, a CIS based public library system is a new idea in rural communities and a challenge for public librarians to work in such a context. Public librarians must have an active role in providing appropriate library services to communities. They must build more cooperation with communities to find their real needs. The libraries should create awareness about government programmes that provide facility to the rural people. A huge investment in public libraries of India is needed to make the public library as a true Community Information centre for rural community people.

Thus, there is a need for an integrated approach to the development of rural library services. It is seen that the government is spending a large amount on various programmes and

schemes for the rural community, but they are not implemented or executed properly due to the lack of awareness among the rural masses. Therefore, it is the right time that the Department of Rural development and Panchayath Raj and the Department of Public Libraries, in coordination with the Central and the State Governments, must come forward to frame new policies and frameworks for the development of a comprehensive rural library system, where the gram panchayath libraries can adopt a new role of the CICs and play a vital role in rural development and can be instrumental in enhancing the quality of life of the people residing in the rural areas.

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